



**Note** For more information talk to your school counselor.

# High School to College and Career Pathway: Secondary

Area of Study: Marketing Education

## Pathway: Travel & Tourism

Middle School		State Requirements			High School Suggested Education Plan				College & Careers																																																		
7 <sup>th</sup> Grade	8 <sup>th</sup> Grade	Middle School		High School	9 <sup>th</sup> Grade Suggested	10 <sup>th</sup> Grade Suggested	11 <sup>th</sup> Grade Suggested	12 <sup>th</sup> Grade Suggested	Beyond High School																																																		
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts	3.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	(1 additional credit -- class of 2011)	<p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <p>&gt; Certificate &gt; Associate degree &gt; Bachelor degree &gt; Professional degree &gt; On-the-job training &gt; Apprenticeship &gt; Military training</p>																																																		
Pre-Algebra 1.00	Elm. Algebra or Applied Math 1.00	2.00	Math	2.00	Geometry or Applied Math II 1.00	Intermediate Algebra 1.00	(1 additional credit -- class of 2011)																																																				
Science .50	Science 1.00	1.50	Science	2.00	Earth Systems 1.00	Biological Science 1.00	(1 additional credit -- class of 2011)																																																				
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies	2.50	World Civilizations .50	Geography for Life .50	U.S. History II 1.00	U.S. Government and Citizenship .50																																																			
P.E. 1.00	Health .50	1.50	P.E./Health	2.00	Participation Skills and Techniques .50	Fitness for Life. 50 / Health Education .50 Lifetime Activities or Sport .50																																																					
The Arts .50	The Arts .50	1.00	Fine Arts	1.50	Fine Arts Courses 1.50																																																						
			Financial Literacy	.50			Financial Literacy .50																																																				
			Computer Tech.	.50	Computer Technology .50																																																						
CTE Intro 1.00		1.00	Career and Technical Education	1.00	<div><div>Career and Technical Education Recommended Pathway Courses</div><div>(Students may select individual courses for exploration, or complete pathway for an in-depth focus.)</div><div>CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL</div><table><thead><tr><th>Course #</th><th>Introductory Course: (preferred)</th><th>Credit</th></tr></thead><tbody><tr><td>08.0707</td><td>Marketing, Introduction (7-9 grade)</td><td>.50</td></tr><tr><td>52.0511</td><td>Business Communications I</td><td>.50</td></tr><tr><td>52.0521</td><td>Business Communications II</td><td>.50</td></tr><tr><td>52.0311</td><td>Business Math</td><td>.50</td></tr><tr><td>52.0417</td><td>Computer Technology</td><td>.50</td></tr><tr><td>52.0461</td><td>Word Processing Basic/Keyboarding</td><td>.50</td></tr><tr><td colspan="2">Foundation Courses: (required)</td><td></td></tr><tr><td>08.0901</td><td>Travel &amp; Tourism</td><td>.50</td></tr><tr><td>08.0708</td><td>Marketing</td><td>.50</td></tr><tr><td colspan="2">Elective Courses:</td><td></td></tr><tr><td>08.9904</td><td>Advertising/Promotion</td><td>.50</td></tr><tr><td>08.0710</td><td>Customer Service</td><td>.50</td></tr><tr><td>08.0802</td><td>e-Commerce</td><td>.50</td></tr><tr><td>08.7999</td><td>International Marketing</td><td>.50</td></tr><tr><td>08.0903</td><td>Sports &amp; Entertainment Marketing</td><td>.50</td></tr><tr><td>32.0199</td><td>Student Internship (Critical Workplace Skills)</td><td>.50</td></tr></tbody></table><div>1.00 credits</div><div>2.00 credits</div><div>3.00 credits for completion</div></div>					Course #	Introductory Course: (preferred)	Credit	08.0707	Marketing, Introduction (7-9 grade)	.50	52.0511	Business Communications I	.50	52.0521	Business Communications II	.50	52.0311	Business Math	.50	52.0417	Computer Technology	.50	52.0461	Word Processing Basic/Keyboarding	.50	Foundation Courses: (required)			08.0901	Travel & Tourism	.50	08.0708	Marketing	.50	Elective Courses:			08.9904	Advertising/Promotion	.50	08.0710	Customer Service	.50	08.0802	e-Commerce	.50	08.7999	International Marketing	.50	08.0903	Sports & Entertainment Marketing	.50	32.0199	Student Internship (Critical Workplace Skills)
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<p><b>Workforce Trends</b></p> <p>According to the U.S. Department of Labor, travel and tourism is one of the largest and fastest-growing industries in the world. Each year, travel and tourism employers around the world pay more than \$1.6 trillion in wages and salaries and create 12.5 million new jobs.</p> <p><b>Get the Facts</b></p> <p>Approximately 42 million international visitors traveled to the United States in 2004. As a result, the U.S. travel industry received roughly \$568 billion from travelers.</p>		<p>Core Curriculum and elective requirements may vary district to district. Check with your school counselor.</p> <p>Concurrent enrollment course offerings vary by school and district.</p> <p>Many Utah post-secondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional post-secondary Pathways for details.</p>																																																									

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